

ABSTRACT OF THE DISCLOSURE

In a content live distribution, to notify people who are wanted to see the content that the contents live distribution will be performed, without the need for the content provider to carry out any troublesome operations. In a content supply system 100, a provider uses a streaming server 102 to perform live distribution and makes a reservation for the use of a time zone, etc. to a server reservation control center 101 with a user PC 106. In the case where the user PC 106 sends desired reservation information including e-mail addresses of people who are ~~wanted~~selected to see the content, to the server reservation control center 101 over the Internet 103, when the reservation is permitted, the server reservation control center 101 sends an e-mail notifying each e-mail address that a content distribution will be performed ~~to each e-mail address~~.